

**Valley Wide HRC Conversational Exchange Meeting
August 30, 2004
Chandler City Council Chambers
Downtown Branch Library
22 S. Delaware Street
6:00 p.m.
MINUTES**

ATTENDANCE:

City of Chandler

Joel Munter
Gina Hill
Mary Poindexter
Mary Polanco-Gerlach
Leah Powell, Staff Liaison

City of Gilbert

W. Jefferson
Marian Stone

City of Mesa

Fernando Cordova
Sharon Corea

City of Scottsdale

John Tutelman
Velicia McMillan – Staff Liaison
Don Logan, Office of Diversity

City of Tempe

Arlene Chin
Safali Evans
Marlene Gerstman
Gail Paredes-Ewen

WELCOME

Joel Munter, Chair, City of Chandler Human Relations Commission, introduced the Mayor of Chandler, Boyd Dunn.

Mayor Dunn thanked everyone for participating this evening. He stated that Chandler is happy to be hosting this conversational exchange. He thanked everyone for all of the work they are doing in their communities. He further stated the commissions have come together to share a vision for promoting diversity through the entire Valley and expanding diversity awareness and acceptance in our communities.

INTRODUCTIONS

Mr. Munter reviewed the meeting format.

Mr. Munter asked the commissioners to go around the table, introduce themselves. All Attendees introduced themselves.

PUBLIC COMMENT

There was no public comment.

HIGHLIGHTS FROM MEMBER HUMAN RELATIONS COMMISSION

City of Mesa

A representative for the City of Mesa shared information on the 4th Annual Diversity Conference in observance of National Race Equality Week, on September 22.

The Board is assisting the Diversity Office in researching models that have been developed by cities similar in size to Mesa to respond to rapidly changing demographics similar to those being experienced in Mesa.

The Board is holding its annual retreat on September 11 to review its goals and accomplishments of the past year and develop its strategic plan for 2005. Projects include continuing to strengthen outreach throughout the City. The Board has met in several Council Districts as part of its outreach efforts.

City of Tempe

A representative for the City of Tempe outlined their accomplishments since the last Regional HRC meeting in May 2004:

- The commission has been engaging in special discussion regarding Supplier Diversity Programs.
- Discussion with the Town of Guadalupe regarding the Day Labor issue.
- Closer look at Unity Grants funding – funding for diversity programming in schools.
- Began planning for the next Community Conversation Program – topic will be Immigration Issues.
- Developing a new HRC brochure/logo

The City of Tempe is currently working on three main Diversity Celebrations:

Tempe Tardada	Sunday, October 10 th
MLK Diversity Awards Brunch	Monday, January 17, 2005
Regional Unity Walk	Saturday, February 5, 2005

Invited everyone to the next Who's Our Neighbor? Brown Bag Lecture Series on Cultural Awareness.

Town of Gilbert

A representative of the Town of Gilbert reported that the Human Relations Commission and The Boys and Girls Club hosted the Town's first Hispanic Heritage Month. The Psados Y Futuros event will be held on October 9th.

It was suggested that perhaps there could be a Valley wide Holocaust Education.

ASU is hosting two events:

One Nation Under God, speaker E.J. Dionne will speak about Religion and the 2004 Presidential Election on September 27th.

Islamic Democracy and the Future of Iraq, speaker Noah Feldman, Wednesday October 27th.

City of Scottsdale

Dr. McMillan reported on the second annual Hispanic Community Celebration on Saturday, October 2, 2004. She further reported on their other activities:

- Race Equality Week
- Promoting Unity in the Community Program
- Combating Hate Program
- Cross Cultural Series

- MLK Unity Walk

City of Chandler

Mr. Munter reviewed the Chandler HRC current activities:

- Hispanic Heritage Poster Contest
- Hispanic Heritage Photo Exhibit, September 10th.
- Support of Inaugural Garibaldi Night, September 10th and Sixth Annual Mariachi Festival September 11th.
- Annual Latino Film Festival Celebration, October 9th.
- Revision of Chandler Strategic Plan.

Recently completed:

- Diversity Training for City Employees
- ISSA Anti-bias Project Training

New Activities:

- Miss Indian Arizona Scholarship Pageant, October 8th

REVIEW AND FINALIZE REGIONAL PSA

Mr. Tutelman provided background information stating that earlier a different PSA was presented to the group. The group reviewed the storyboard and felt that they wanted something with positive images and a positive message to communicate the purpose of the HRC.

He stated the City of Scottsdale Cable Television Channel has offered to produce the PSA. The intent is to have the PSA run on the various cities cable channels and maybe get it aired on some local channels.

He reviewed the storyboard for the PSA called "Ward and June" he explained it is a 50's vintage look. Also included in the PSA is 18 seconds of the Unity Walk. The PSA will conclude with contact information for the Valley wide Human Relations Commissions. It was noted that the PSA could be updated every year to include cities with newly formed Human Relations Commissions.

The question was asked regarding the message that is to be delivered in the PSA. Mr. Tutelman replied to let people know that Human Relations Commissions exist and how they can get involved.

The question was asked if the PSA is targeting baby boomers noting that the younger generation might not know who Ward and June are. Mr. Tutelman stated his guess is that the people in this room are representative of the people we are trying to target. He further stated that he did not have a problem with renaming the characters noting the characters are secondary the message is what is important.

The question was asked why the characters are two white people. Mr. Tutelman stated the intent was to have the 50's look because that was a radical time but the characters could be George and Wheezy.

The comment was made that having two white people, as the characters are a positive because all too often when the subject of diversity comes up people immediately go to people of color. In this case, we have white people who get it and are talking about diversity in terms of acceptance as opposed to tolerance.

Mr. Tutelman stated from his perspective there is no reason that we can't do a second version with two different people and targets a different theme.

The suggestion was made that at the end of the PSA when the phone numbers are shown for valley wide HRCs that it shows action such as one of the characters picking up the phone and dialing.

The consensus of the group was to move forward with the PSA as proposed incorporating the suggestion to show the character picking up the phone and dialing.

The next step is production of the PSA. The goal is to have the PSA ready for review at the next exchange.

EVALUATION AND GOALS FOR NEXT MEETING

Mr. Munter reported the City of Scottsdale would host the next exchange in October. Dr. McMillan suggested that due to all of the events that are taking place in October that the exchange be held in November.

The group laid out the agenda for the next meeting as follows:

- Review PSA
- Review communications in terms of finding ways to communicate between meetings.
- Day Labor.

- Unity Walk

ADJOURNMENT

The meeting was adjourned at 7:30 p.m.